**Strategy | Thought Leader Promotion**

* Website Redesign
* Soften ‘box’ layout
* Include feature image/text frame
* Increase focus on responsive design principles
* Navigation
* Remove side navigation
* Reorganize top navigation
* Include audience segmentation element
* Focus on ‘People’ photography
* SEO Elements
* Content distribution – part of navigation reorganization
* Audience Segmentation
* Correct Content | Correct Audience | Fewest Clicks
* Review Wordpress install and Plugins for efficiency
* Google Analytics
* Google Data Studio implementation
* Google TagManager implementation
* Primary Tactic | Content focus
* Review Wordpress Canonical URL settings
* This has significant SEO impact
* Improves site navigation overall
* Blog vs. News focus
 (i.e., news is part of the blog, not the other way around)
* Website is single source of content
* Email Newsletter – make simpler
* Email segmentation for increased distributions
* Social ‘teases’ new content